

# PAUL MATTHEWS

## Graphic Designer

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### Personal Statement

As a Senior Graphic Designer with 12 years industry experience, I am a multi-disciplined team player who has in-depth experience from concept generation and design development through to artwork and print production. Specifically, I have frequently conceptualized, designed and artworked successful product ranges, packaging and supporting promotional literature, adverts, store POS, window displays, CDU's and magazines. As a result, I have developed an all-round approachable style as a designer, and often take responsibility for client interaction, brief development and material specification.

I also frequently take on art direction at photo-shoots, including briefing artists and photographers to make concepts come alive. I would describe myself as an intermediate re-toucher, and my personal passion lies in illustration, where I have produced seasonal campaigns for products, packaging and POS.

### Employment and Experience

#### Senior Graphic Designer (Product and Packaging) | EastWest | Oct 2016 >

Forming a key part of EastWest's USP, and brought on initially to enable the company to enter the high end FMCG market, my role provides in-house product and packaging concept creation and design for use throughout the licensed gifting, stationary, souvenir, party, paper product and table-top sector. Since joining the company, I have been responsible for successfully securing contracts with The National Gallery, John Lewis and Harrods. I have also helped to secure additional licensing from companies such as Superdry, Lego and Mr Men. With each of these clients, I then focus on providing concepts and designs that meet brief with varying requirements in regards to design, quality and budget.

On joining EastWest, I inherited a small creative department who had not previously had a dedicated manager, and so I undertook a review of the current working processes. I then implemented a standardized briefing and approval system that has increased client and internal stakeholder engagement, together with a filing system that has improved the ease with which assets can be located within the in-house servers. Both of these changes have made the end-to-end design process more efficient. I have also increased the emphasis on development within the team, frequently reviewing briefs and ensuring that brand guidelines are followed.

Core responsibilities include:

- Main point of contact for external stakeholders, including all licensees, clients and suppliers
- Development of licensed products
- Art direction in lifestyle and product shoots
- Trend research
- Concept and design for table-top products and glassware, including packaging
- Design confectionery and FMGC products
- Design stationary and packaging
- Creation of printed advertising, brochures, flyers, promotions, CDU's, exhibition stands, POS and store hording
- Creating visuals for product to be used on marketing storyboards and digital assets
- Website design and administration from design template, email advertising and flip books
- Print specifications, material research, artwork supply, proof/ product sample approval, press passing and supplier contact
- Liaison with Global and UK-based suppliers to deliver final product to market
- Point of contact and mentor for studio members

#### Freelance Creative Artworker | Westland Horticulture | Aug 2016 – Sept 2016

Employed on freelance basis to provide support as a Creative Artworker, designing and artworking packaging for review and releasing for print.

Core responsibilities include:

- Creating mock-ups for review
- Creating cutters
- Image retouching and colour balancing

#### Senior Creative Artworker | Hotel Chocolat | July 2012 - August 2016

Working as an in-house Creative Artworker, I split my time between creative design projects and artworking. Following a general brief given by our Creative Director, I designed packaging for seasonal confectionery boxes, beauty ranges and food packaging. I was solely responsible for three seasons of packaging design (Autumn, Halloween and Summer 2015) and, prior to this, I worked collaboratively on the preceding seasons. Working for an aspirational brand also gave me budgeting and project management experience, including sourcing print finishes and materials. I also created an internal work-flow management system to enable myself and colleagues to deal with multiple deadlines, printers and printing methods without risking a decline in accuracy.

Core responsibilities include:

- Designing packaging, menus, posters, postcards, promotional literature, media and internal adverts, restaurant literature, store POS, window displays, and plannograms
- Working with Creative Director to take conceptual scamps and develop designs through to artwork
- Illustrating seasonal campaigns for packaging and POS
- Retouching and colour-balancing images as required
- Managing work-flow through the artwork department (including obtaining legal and marketing approved copy).
- Approving proofs and attending press passes
- Managing freelancers, point of contact for external suppliers and liaising with other departments working within a team
- Helping junior staff and other studio members to develop better work practices

#### Middle Weight Graphic Designer | Hotel Chocolat | Dec 2010 - July 2012

Worked on the 'Tasting Club': a mail order monthly selection box with a news magazine and promotional literature. My role included photographing and ≠ re-touching menu chocolates; creating the monthly and seasonal menus and direct mail. I assisted the Senior Designer with external photo-shoots and concept generation.

#### Junior Graphic Designer | Spicers | May 2008 - Dec 2010

Designer within the Publications Team, creating catalogues, editorial, mailers and flyers. The roll also included creation of web-based content including e-mailers and page headers.

### Key Achievements & Awards

Gift of the Year Winner 2018 (Sunny By Sue - Gin glasses)

In 2018 Eastwest were awarded winner of the 'Gift of the Year' competition, for a new range of hand decorated gin glasses. At the time, the company 'Sunny by Sue' was a newcomer to the FMCG world, and we were able to collaborate with the artist, Sue, to combine her work with my creative packaging and marketing material to best show the brand's elegant glasses. This helped her reach a large market in a short amount of time, and the judges comment that they were '...impressed with its trend appeal and style'.

#### Sbook 5 (Published book 2007)

For my third year final major project I was part of the group of students which produced a book called 'Sbook 5'. That year we focused on descent in design and the book consisted of a variety of interviews with different designers. During the production of the book I interviewed designers David King, Scott King and The UHC Collective.

#### CSD (Chartered Society of Designers) Award

In my second year of study I entered the student CSD Awards and was awarded first place in the Graphic Design discipline with a typographical argument between a friend and myself about speeding. I used textured mark making and manipulated artwork to visualise the speed of the car and the resulting loss of control.

### Professional Skills

InDesign CC	●●●●●●●●	Quark Express	●●●●○●○●
Illustrator CC	●●●●●●●●	Acrobat	●●●●●●●●
Photoshop CC	●●●●●●○●	Microsoft Office	●●●●○●○●

Experience in Square Space templates, Flash, Director & Dreamweaver MX

### Personal skills



### Education

BA (Hons) Graphic Design - Achieved 2:1  
Southampton Solent University 2004 - 2007  
BTEC National Diploma Graphic Design -  
Achieved Dist, Dist, Merit  
City & Guilds - Level 2 Creative skills  
Certificate Life drawing - Pass

City & Guilds Level 2 Design and Craft - Pass  
Cambridge Regional College 2002 - 2004  
BTEC First Diploma Design - Achieved Dist,  
Practical Photography (stage 1) - Pass  
Cambridge Regional College 2001 - 2002